AMENDMENTS TO THE CLAIMS:

Please amend the claims as follows:

1. (Currently Amended)   A method of transmitting an audio sample using electronic mail, comprising:

within an email application program, providing a platform for a sender to generate an electronic mail message to a recipient;

receiving a single command from the sender to attach a predefined <u>default</u> audio sample; and

responsive to the sender's command to attach the predefined <u>default</u> audio sample, attaching the predefined audio sample.

2. (Original) The method according to claim 1, wherein the audio sample comprises a computer file containing a compressed audio sample.

3. (Original) The method according to claim 2, wherein the audio sample further comprises a link to a source for purchase of a product containing a representation of the audio sample.

4. (Original) The method according to claim 3, wherein if the recipient makes a purchase from the source, an affinity credit is awarded to the sender.

5. (Original) The method according to claim 1, wherein the audio sample comprises a link to a source of streaming music.

6. (Original) The method according to claim 5, wherein the link further provides access to a source of purchase of a product containing a representation of the audio sample.

7. (Original) The method according to claim 6, wherein if the recipient makes a purchase from the source, an affinity credit is awarded to the sender.

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8. (Original) The method according to claim 1, wherein the single command comprises clicking an icon.

9. (Currently Amended)   A method of transmitting an audio sample using electronic mail, comprising:

within an email application program, providing a platform for a sender to generate an electronic mail message to a recipient;

automatically attaching an audio sample to ~~the~~ <u>each</u> electronic mail message <u>generated by the sender</u>;

receiving a command from the sender to send the electronic mail message; and

sending the electronic mail message <u>along with the audio sample</u> to the recipient.

10. (Original) The method according to claim 9, wherein the audio sample comprises a computer file containing a compressed audio sample.

11. (Original) The method according to claim 9, wherein the audio sample further comprises a link to a source for purchase of a product containing a representation of the audio sample.

12. (Original) The method according to claim 11, wherein if the recipient makes a purchase from the source, an affinity credit is awarded to the sender.

13. (Original) The method according to claim 9, wherein the audio sample comprises a link to a source of streaming audio.

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14. (Original) The method according to claim 13, wherein the link further provides access to a source of purchase of a product containing a representation of the audio sample.

15. (Original) The method according to claim 14, wherein if the recipient makes a purchase from the source, an affinity credit is awarded to the sender.

16. (Original) The method according to claim 9, wherein the automatically attaching takes place in an enterprise electronic mail server.

17. (Currently Amended)   An electronic mail system, comprising:

a programmed processor;

an electronic mail application running on the programmed processor, the electronic mail application having a user interface including a plurality of user controls to permit a sender to create and send an electronic mail message to a recipient; and

program means forming a part of the electronic mail application, for attaching a default ~~an~~ audio sample to an electronic mail document upon a user's actuation ~~actuating~~ of a single control on the user interface.

18. (Original) The system according to claim 17, wherein the audio sample comprises a computer file containing a compressed audio sample.

19. (Original) The system according to claim 17, wherein the audio sample further comprises a link to a source for purchase of a product containing a representation of the audio sample.

20. (Original) The system according to claim 19, wherein if the recipient makes a purchase from the source, an affinity credit is awarded to the sender.

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21. (Original) The system according to claim 17, wherein the audio sample comprises a link to a source of streaming audio.

22. (Original) The system according to claim 21, wherein the link further provides access to a source of purchase of a product containing a representation of the audio sample.

23. (Original) The system according to claim 22, wherein if the recipient makes a purchase from the source, an affinity credit is awarded to the sender.

24. (Currently Amended) An electronic mail system, comprising:

a programmed processor;

an electronic mail application running on the programmed processor, the electronic mail application having a user interface including a plurality of user controls to permit a sender to create and send an electronic mail message to a recipient; and

program means forming a part of the electronic mail application, for attaching a default an audio sample to all electronic mail documents.

25. (Original) The system according to claim 24, wherein the audio sample comprises a computer file containing a compressed audio sample.

26. (Original) The system according to claim 24, wherein the audio sample further comprises a link to a source for purchase of a product containing a representation of the audio sample.

27. (Original) The system according to claim 26, wherein if the recipient makes a purchase from the source, an affinity credit is awarded to the sender.

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28. (Original) The system according to claim 24, wherein the audio sample comprises a link to a source of streaming audio.

29. (Original) The system according to claim 28, wherein the link further provides access to a source of purchase of a product containing a representation of the audio sample.

30. (Original) The system according to claim 29, wherein if the recipient makes a purchase from the source, an affinity credit is awarded to the sender.

31. (Currently Amended)   An electronic mail system, comprising:

a computer network;

a programmed processor forming a part of the computer network;

an electronic mail application running on the programmed processor, the electronic mail application having a user interface including a plurality of user controls to permit a sender to create and send an electronic mail message to a recipient;

an enterprise email server forming a part of the computer network, wherein email messages created using the electronic mail application are passed through the email server; and

program means, running on the enterprise email server, for attaching <u>an audio</u> a ~~audio~~ sample to an electronic mail document sent from the electronic mail application to the recipient.

32. (Original) The system according to claim 31, wherein the audio sample comprises a computer file containing a compressed audio sample.

33. (Original) The system according to claim 31, wherein the audio sample further comprises a link to a source for purchase of a product containing a representation of the audio sample.

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34. (Original) The system according to claim 31, wherein the audio sample comprises a link to a source of streaming audio.

35. (Original) The system according to claim 31, wherein the link further provides access to a source of purchase of a product containing a representation of the audio sample.

36. (Currently Amended) An electronic storage medium containing instructions that, when executed on a programmed processor, carry out a method of transmitting an audio sample using electronic mail, comprising:

   providing a platform for a sender to generate an electronic mail message to a recipient;

   receiving a single command from the sender to attach a predefined <u>default</u> audio sample; and

   responsive to the sender's command to attach the predefined <u>default</u> audio sample, attaching the predefined <u>default</u> audio sample.

37. (Original) The electronic storage medium according to claim 36, wherein the audio sample comprises a computer file containing a compressed audio sample.

38. (Original) The electronic storage medium according to claim 36, wherein the audio sample further comprises a link to a source for purchase of a product containing a representation of the audio sample.

39. (Original) The electronic storage medium according to claim 36, wherein the audio sample comprises a link to a source of streaming audio.

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40. (Original) The electronic storage medium according to claim 39, wherein the link further provides access to a source of purchase of a product containing a representation of the audio sample.

41. (Original) The electronic storage medium according to claim 36, wherein the single command comprises clicking an icon.

42. (Currently Amended)   An electronic storage medium containing instructions which, when executed on a programmed processor, carry out a method of transmitting an audio sample using electronic mail, comprising:

     providing a platform for a sender to generate an electronic mail message to a recipient;

     automatically attaching ~~an audio~~ a default audio sample to the electronic mail message;

     receiving a command from the sender to send the electronic mail message; and

     sending the electronic mail message to the recipient.

43. (Original) The electronic storage medium according to claim 42, wherein the audio sample comprises a computer file containing a compressed audio sample.

44. (Original) The electronic storage medium according to claim 42, wherein the audio sample further comprises a link to a source for purchase of a product containing a representation of the audio sample.

45. (Original) The electronic storage medium according to claim 42, wherein the audio sample comprises a link to a source of streaming audio.

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46. (Original) The electronic storage medium according to claim 45, wherein the link further provides access to a source of purchase of a product containing a representation of the audio sample.

47. (Original) An enterprise mail server, comprising:

    means for receiving an email message from a connected computer;

    program means for attaching an audio sample to the email message; and

    means for sending the email message with the attached audio sample to a recipient.

48. (Original) The enterprise mail server according to claim 47, wherein the audio sample comprises a computer file containing a compressed audio sample.

49. (Original) The enterprise mail server according to claim 47, wherein the audio sample further comprises a link to a source for purchase of a product containing a representation of the audio sample.

50. (Original) The enterprise mail server according to claim 47, wherein the audio sample comprises a link to a source of streaming audio.

51. (Original) The enterprise mail server according to claim 47, wherein the link further provides access to a source of purchase of a product containing a representation of the audio sample.